

WELCOME TO A BAY AREA ROUNDTABLE LUNCHEON

The International Law Section of the State Bar is pleased to invite you to a free roundtable luncheon program on "Cross-Cultural Negotiations" to be held between noon and 1:30 p.m. on January 25, 2005 at the Fujitsu Competency Center at 1250 East Arques Avenue in Sunnyvale. Attendees will be entitled to receive one hour of Elimination of Bias credit.

The program will identify (and then illustrate in a humorous "role play" negotiation) 6 major differences in negotiating styles which generally come into play in cross-cultural negotiations and which can seriously impede the negotiation of a successful business deal.

The presentations will be followed by a roundtable discussion in which the attendees will have the opportunity to ask questions and share their own experiences in Japanese-American business negotiations.

This program is derived from a presentation at the Annual State Bar Meeting in Monterey which drew over 200 attendees and was rated by attendees as being very informative and entertaining.

The 2 speakers will be Rudy Guyon and Mark Katz. Mr. Guyon, who will be playing the role of the Japanese businessman in the negotiation, is Senior Corporate Counsel for Fujitsu America, Inc, where he has served as in-house counsel for approximately 5 years. He has lived in Japan for

over 6 years, including working as a foreign legal adviser at The Matsubara Muraki International IP Law Office in Tokyo, Japan for two and a half years. Mr. Guyon speaks fluent Japanese and through his current and prior positions has had extensive experience in representing Japanese businesses in their negotiations with Americans.

Mr. Guyon has also taught international and comparative law at St. Paul's University in Tokyo and was Research Fellow and Editor-in-Chief of the Asia-Pacific Review at the Nakasone Institute in Tokyo. He is currently an Adviser to the international Law Section of the State Bar and has also participated in legal panels on cyberlaw and various other topics.

Mr. Guyon graduated from UCLA School of Law and from the University of California at Berkeley with honors. Before joining Fujitsu, Mr. Guyon practiced law with the Silicon Valley Law Group in San Jose.

Mr. Katz , who will be moderating the program and playing the role of the American businessman, has more than 30 years of experience as an international business lawyer, both as a corporate attorney and a mediator. He is the former General Counsel of E*Trade International and for over 15 years was a senior partner of the Los Angeles law firm of Kinsella, Boesch, Fujikawa & Towle LLP. He has also practiced law with White & Case in New York and with a Singaporean law firm.

Mr. Katz is a frequent speaker on international business matters and since 2001 has been the Chair of the very active International

Committee of the San Francisco Bay Chapter of the Association of Corporate Counsel -America (formerly ACCA). He is also the immediate past Chair of the International Bar Association Subsection on International Sales Agreements. Mr. Katz, a cum laude graduate of the University of Michigan Law School, also graduated from Princeton University, where he was in the Asian Studies Program and the Woodrow Wilson School of Public and International Affairs.

Due to space limitations, attendance at this popular event will be limited to the first 40 people who sign-up. In light of this, please sign up only if you do expect that you will be able to attend.

A light buffet lunch will be served to attendees.

We look forward to seeing you at this interesting program.